



Century Plaza Hosts State Dinner for Astronauts —

Two New Appointments For WIH Offices

TWO administrative appointments for WIH Seattle Offices were announced in August by Edward E. Carlson, Chairman and Chief Executive Officer for WIH.

DONALD BENNETT, formerly Controller for Western International Hotels, was elected to the post of Assistant Treasurer by the company's Board of Directors.

Bennett, who has been with Western since 1967, is a graduate of the University of Washington and holds membership in the American Institute of Certified Public Accountants.



MORRIS



BENNETT

LARRY MORRIS, previously Project Coordinator for the Century Plaza, has been named Assistant Director of Personnel and Education for WIH.

MORRIS, a veteran of over 20 years with Western, has been associated with a number of Western properties principally with the Rooms Division and with Food and Beverage. He is a graduate of Seattle University where he majored in Industrial Relations and Personnel, and previous to and during the opening of the Century Plaza he was assigned to the position of the hotel's Personnel Manager.

Larry Morris will be working with WIH Director of Personnel, Gordon Schneider, and will be taking on specific assignments for the Department to be announced at a later date.



THE CENTURY PLAZA Ballroom hosts an historic occasion as President Nixon presents Apollo 11 astronauts — Armstrong, Aldrin and Collins — with their "Presidential Medal of Freedom with Distinction" awards. At right, two of the astronaut wives lead the applause.

ON THE evening of Wednesday, August 13, the eyes of much of the world were focused (via television) on the activities taking place at the Century Plaza hotel.

That historic and memorable occasion was the glittering State Dinner honoring the heroic Apollo 11 astronauts as hosted by President and Mrs. Nixon in the Los Angeles Ballroom of the Century Plaza.

It was one of the few times a State Dinner has ever been held outside of the White House. The guest list of some 1600 included the governors of most of the states, diplomats from 86 nations, other astronauts and their wives, senators, representatives, members of the United States Cabinet and Supreme Court, entertainment celebrities and leaders in the nation's business community among others.

THE EVENING climaxed a day of a transcontinental whirlwind celebration tribute for the three moon travelers, that began with a ticker tape parade in New York and a similar parade in Chicago preceding their arrival at the Century Plaza.

TV viewers across the nation, and via satellite throughout the world, were able to observe much of the

evening's ceremonies at the hotel as they occurred. The flag and flower decked ballroom highlighted the gala atmosphere. Spun sugar rocket replicas decorated the petit fours trays and a special dessert, representing the moon and topped with a small American flag, climaxed the sumptuous seven-course dinner.

HOTELETRON System Moves Toward Installation

HOTELETRON, Western's computerized reservations system, is moving along on schedule towards its November installation, according to Sylvia Berg, WIH Reservations Supervisor.

In fact, a HOTELETRON terminal unit has been in operation and "on line" for test messages at Seattle Reservations Offices since late June.

Regional workshops to familiarize reservations people with the system's operations have been set for October and will be conducted in Chicago, Los Angeles and Seattle.

HOTELETRON will replace Western's present HOTELETYPE system in the continental United States and Hawaii (excluding Alaska) Canada, Mexico City and Acapulco in our regional and hotel reservations offices.

front!

A monthly publication for the employees of

Western International Hotels
Editorial Offices

The Olympic, Seattle, Washington 98111
Gabe Fonseca Editor
LITHO IN U.S.A.

Chairman's Report



This year marks the tenth anniversary of the founding of the WIH Hard Corps organization.

It was in 1959, when the initial group of eleven junior management members "graduated" from the first annual Management Seminar forming the nucleus for future WIH leadership as Hard Corps members.

Today, the group boasts a membership of around 150 and includes in its roster most of our key management people throughout the company.

One of the primary purposes of the group is to further the advancement of the technology of the hospitality industry. This is best illustrated by the success of their scholarship program. To date, over thirty-six hundred dollars in scholarships have been awarded to twenty-two deserving students of four educational institutions to assist them in the pursuit of their hospitality industry studies.

Most of the funds for these scholarships have been directly contributed by Hard Corps members themselves. In recent years, however, in recognition of the group's efforts, WIH has agreed to provide equal funds to match contributions.

The group's efforts have also benefited in attracting some of these

COMINGS and GOINGS

In-Hotel

At the Continental Plaza: John Hulbert is promoted from Rooms Manager to Accounts Manager and Ernest Wegrzyn from Room Clerk to Rooms Manager . . . at the Ilikai: Hank Kaarsgaren moves from Banquet Manager to Assistant Catering Manager and new Banquet Manager is Ed Sawabini former Captain of the Dynasty Restaurant . . . at the Caravan Inn, Hubert Warner moves from Bartender to Purchasing Agent . . . new Assistant Manager of the Granada Room at the Century Plaza is Fritz Bleuer up from Captain . . . former Washington Plaza Secretary, Connie Wilson, is made Personnel Manager . . . at the St. Francis, Frank Fineran is made Project Coordinator from Assistant Project Director and Antoine Zolinsky is made Reservations Manager from Reservations Supervisor . . . at the Olympic Ray Sylvester, formerly Assistant Manager, is named Senior Assistant Manager;

hotel career minded students to join our Western family.

On this anniversary occasion, we would like to congratulate the Hard Corps members for their past successes and wish them well in future endeavors.

We would especially want to thank Professor Joseph T. Bradley, Head of the Department of Hotel and Restaurant Management of Washington State University, who has been a prime factor in the organization and execution of the annual management seminars that has produced the Hard Corps membership. Our best wishes are extended also to current Hard Corps President, Jack Elliott, Assistant Manager of the Washington Plaza and his fellow Hard Corps Officers.

EDWARD E. CARLSON
CHAIRMAN
WESTERN INTERNATIONAL HOTELS

former Reservations Manager, Henry Nicholson, is now Assistant Manager; Frank Alexander, formerly Chief Clerk, is promoted to Reservations Manager; Dick Whaley, former Assistant Manager, assumes a special Assignment with WIH offices, details to be announced at a later date.

Transfers

Named Manager of the English Grill at the St. Francis is Patrick O'Brien, formerly Desk Clerk at the Olympic . . . to WIH Accounting Services Division as Field Auditor goes Orvin Olson, former Controller at the Cosmopolitan . . . from the Carefree Inn to the Century Plaza as Roast Cook is Mario Palagi . . . former Restaurant Manager of the Carefree Inn, Robert C. (Gus) Hardwick is now Bar Manager at the Washington Plaza . . . Don Squires, former Head Bartender at the Carefree Inn, is now a Management Trainee at the Century Plaza . . . from Purchasing Agent at the Carefree Inn to Purchasing Agent at the Century Plaza is Dave Bonner . . . William Mollet and Edward Smith former culinary apprentices at the Century Plaza are now Culinarians at the Washington Plaza . . . Frank Pasqual is Executive Steward at the Century Plaza from Asst. F&B Manager at the Carefree Inn . . . Bob Hawes, formerly Front Office Manager at the Olympic has been named Senior Assistant Manager at the St. Francis.

New

Joining the WIH Development Division as Architectural Coordinator is Gordon Craig . . . rejoining WIH as Executive Sous Chef of the Bonaventure is John Zimmerman. He was last with the Calgary Inn as Executive Chef . . . also at the Bonaventure, Miss Franziska Kaltenecker is appointed Manager of La Bourgade Restaurant . . . at the Century Plaza, Anthony Jewitt is Chief Clerk of the Rooms Division.

Correspondents

This is the list of *Front!* correspondents. Please get in touch with your correspondent if you have any news for your paper:

Alameda, Michael Sauve; Anchorage-Westward, Calvin Williams; Antlers Plaza, Don Berger; Avila, Mrs. S. Guzman Blanco; Bayshore Inn, Steve Halliday; Benjamin Franklin, Allan Wilde, Benson, Ruth Lawson; Bonaventure, Joanne Pugh; Baranof, Mandy Dodd; Caleta, Marfissa Frias; Calgary Inn, Linda Abercrombe; Camino Real, (Juarez), Miss Lourdes Lopez; Camino Real (Mexico), Carolina Mijares; Caravan Inn, Pat Varner, Carefree Inn, Emma Thrash; Century Plaza, Jayne Kear; Continental Plaza, Audri Adams; Cosmopolitan, Carol Perry; Georgia, George Pinsky; Guatemala Biltmore, Jorge Senn; Metropolitan Airport Hotel, Inge O'Hearon; The Ilikai, Roberta Watson; Imperial Inn, Ian Jamieson; Leopold Analee Brethour; Makaha Inn, Barbara Rickles; The Miramar, Robert Yue; Miyako, S. F., Mary Earley; Northern, Con Carter; Olympic, Fran Vitulli; Palace, Y Yoka; St. Francis Jane Dillon; Sir Francis Drake, Ann Trumbull; Space Needle Restaurant, Bobbie Anderson; Winpeg Inn, J. Sandy Irwin; WIH de Venezuela, Amanda Castillo; WIH Executive Office, Ruth McCloy; Western Service, Rose Shaffer; WIH Credit and Accounting, Janet St. Onge and Irene Gellius; WIH N.Y. Sales Offices, Lona Wong; HCA Executive Office, Martha Raho.

Western News Notes

Dusit Thani Lighting Follows Lotus Theme



Designer, Jim Gray, with model of lighting fixture designed for the Dusit Thani.

A LOTUS theme will "bloom" in a variety of forms in the interior design decor of Western's Dusit Thani hotel now under construction in Bangkok, Thailand.

But perhaps nowhere will it be so dramatically used as in the strikingly handsome lighting fixtures, each 24 feet in height, which will be built around the three pillars that support the vaulted lobby ceiling. The copper, bronze and stainless steel base of each pillar-fixture will support a huge open lotus of bronze construction. At ceiling height will be a similar, but inverted, bronze lotus. Connecting both is a circular curtain of glass link chains — each link six inches in diameter. Spotlights, hidden in the base of the lower lotus shape, are directed upwards, which will reflect on the glass chains and light up the entire fixture with an even glow.

A fourth pillar, located on the open mezzanine floor above the lobby will take much of the same treatment. In addition, a fountain of water will cascade down the glass chain curtain producing a shimmering effect of continuous sparkle and movement. Here, the lower lotus base will be made larger to contain the circulating water pool.

JIM GRAY, Senior Interior Designer for the Dusit Thani was the creator of the lotus fountain and fixture design.

"I was inspired by the predominating lotus design used everywhere

Governors Agree . . . Washington Plaza Tops!

WHETHER or not the Governors attending their Western Conference at the Washington Plaza in July agreed on anything else, they were all unanimous in their praise of the hotel!

This was evidenced by the many appreciative letters that have been subsequently received by the hotel's General Manager, Ralph Van Noy. Not only did the attractiveness and excellence of the accommodations come in for repeated compliment, but also highly praised was the gracious hospitality of the hotel staff.

Attending the Conference were the Governors—many with their families—of the fifteen Western States. Key speakers during the event included the Vice President of the United States, Spiro Agnew; Secretary of the Interior, Walter Hickel; Health, Education and Welfare Secretary, Robert Finch; and George Romney, Secretary of Housing and Urban Development—all equally impressed guests of Western's newest luxury property.

One gracious note, from the wife of the Vice President, Mrs. Spiro Agnew, described the view from the 40th floor Crown Suite as, "truly breathtaking".

A HIGHLIGHT of the Conference was the magnificently prepared State Dinner, served to approximately 400 guests. The Governor of Arizona, Jack Williams, in registering his approval of the dinner remarked that it had,—"surpassed any similar event which I've ever attended from every standpoint — cuisine, entertainment and service". A similar accolade contained in a note from the California Governor's offices stated flatly, "Yours was the most outstanding of all state banquets that we have attended" . . . and gave special credit to the "alert" and "unusually cordial" performance of the waiting staff.

in Thailand," Jim commented. "You notice it in the temples, public buildings and many other places, and the flower, itself, grows wild almost everywhere throughout the countryside".

Both the fixtures and fountain are being built in Monza, Italy by the famed Arredoluce Lighting Fixture factory.

This traditional and popular lotus shape will also be woven into the

AHMA, Greeters Sponsor New Educational Courses

BOTH THE Hotel-Motel Greeters International and the American Hotel and Motel Association (AHMA) are sponsoring an educational training program that may be of interest to many WIH employees.

It is a program designed to offer professional certification to persons aspiring to positions of management and hospitality industry leadership.

The goal, according to the sponsors, is two-fold. First—all participants who attain 100 points or more in the program, by taking the required courses for certification, will be listed in an international Gold Book of Hotel-Motel executives. This directory will summarize the achievements in education, experience and association service of each individual participant. Second—and more important, these courses contain many of the "tools of the trade" needed in education for aspiring hotel-motel executives.

SIX WIH employees — all of the Sir Francis Drake — are currently participating in this program and already have completed one of the courses, "A Study of Human Relations." Those participating and receiving certificates signifying completion of the course were Lloyd Curtis, Executive Assistant Manager of the Sir Francis Drake (who also conducted the course as an officer of the Golden Gate Greeters group) Bill Reis (Controller), Joe Mathis (Purchasing Agent), Norman Howard (F&B Controller), John Rollins (Assistant Manager), and George Knight (Cashier). All are now enrolled in the course on Hotel Law.

OTHER courses planned for the Certified Hotel Administrator (CHA) Certificate include: Communication, Food and Beverage Management, Hotel-Motel Accounting, Front Office Procedure, Financial Management and others.

For further information regarding this enlarged management program, you are advised to contact your local Greeters organization or The Educational Institute of the American Hotel & Motel Association.

lobby carpet design and will be incorporated into a lobby mural.

JIM, a graduate of the University of Washington School of Interior Design, joined the Design Division of Western Service and Supply in January of this year. In addition to the Dusit Thani project, he is also working on a renovation program at the Anchorage-Westward including the remodeling of The Top Of The World restaurant.

Western News Notes

McClaskey First Member WIH Innkeepers Academy

DAN McCLASKEY, Manager of the Century Plaza, was first to successfully complete a course of study that recognized him as the first member of the Western International Hotels Directors' Academy of International Innkeepers.



McClaskey with wine cooler trophy

Announcement of this achievement was made during the annual shareholders meeting in July when WIH Chairman and Chief Executive Officer, Edward E. Carlson congratulated McClaskey and presented him with a commemorative trophy.

The purpose of the Academy, as established at the Managers Meeting in January 1968, was to set up criteria and provide the curriculum whereby junior officers and managers who had been employees for at least five years could, through a course of home study, attain a degree of proficiency in certain selected fields essential to innkeepers with international standards.

THE course was divided into five main categories: (1) international cuisine, (2) quality restaurants, (3) distinguished wines, liquors, spirits and beers, (4) noteworthy international hotels, and (5) protocol as it referred to international innkeeping.

WEST-ED Schedule Is Most Extensive Yet

BY THE end of this year more Western people in more areas of operation will have attended WEST-ED workshop conferences than at any previous time in WIH history!

According to Gordon Schneider, WIH Director of Personnel, close to

400 attendees will have benefited from the twelve workshop training programs scheduled during 1969.

Workshop conferences already conducted include the Annual Managers Meeting at the Ilikai in January, the Management Seminar held at the Olympic in April, the Sales Division Workshop held at the Antlers Plaza in May, and the WIH de Mexico Sales Workshop in June.

COMING up are the Workshop conferences for Food and Beverage at the Washington Plaza, September 7-10; Accounting at the Washington Plaza, October 22-24; Executive Housekeepers, October 28-31 at the Olympic; Personnel Workshop at the Washington Plaza, November 9-12; the three regional HOTELETRON (Western's computerized reservation system) Workshops for Reservations and Front Office people scheduled for October and the Regional Salesmanagers Workshop tentatively scheduled November 30 to December 3 in Puerto Vallarta. The last three workshop programs are all "firsts" for WEST-ED.

Guests—Bless 'em Are Only Human

Space Needle General Manager, George Johnson, was more than a little surprised one morning recently when he opened his mail and out fluttered a neatly laundered and pressed (and very familiar) table napkin. The mystery was solved by the accompanying letter which we reprint here:

Dear Sir:

Enclosed is a napkin that I filched one stormy evening the latter part of last May to protect my hair-do as I had no rain hood with me. Possibly you will recall the tremendous thunder storm on that occasion. I just returned home to New Jersey and found the napkin in my luggage. Our reservation was for 4 in the name of P —. Sorry to have taken advantage of you this way.

Sincerely,
Mrs. C.K.N.

Nutley, New Jersey.

Comments George, "Of course we were delighted to be of service in saving the lady's hair-do—even indirectly, but do I wish she had given me the name of the laundry that did that great cleaning and pressing job!"

EDITOR'S INN BASKET

Maybe you've heard about the kooky colors Ford has come up with for their new Mavrick including Original Cinnamon, Hulla Blue, Anti-Establish Mint, etc. Well, we've been fooling around with some jim dandy color names for future hotel decorating schemes and we offer 'em here free, gratis to our Design Department for its selection:

Georgia Peach

Aventure Bone

Mira Maroon

Westward-Anch Orange

Sir Francis Grape

Dusit Tawney

Imperial Indigo

and, Metropoli or Cosmopoli Tan

Take your choice, fella's and if any FRONT! readers have a "better idea" in color names to add to our jim dandy list, send them in and we'll print 'em on this beige. No contest . . . just good, clean fawn to remind you that with Western, also "colors make the difference."

* * *

We've just received a copy of the first issue of The Camino Real (Mexico City) house publication CAMINO-REALIDADES. And a very handsomely designed effort it is too! Using a magazine format, the text is entirely in Spanish, which stopped us somewhat, but the many interesting photo illustrations required little translation. This initial issue celebrated the first anniversary of the Camino Real opening with an editorial tribute describing the hotel as "El Mejor (the finest) en Mexico." FRONT! extends its congratulations and best wishes to "El Mejor" and to CAMINO REALIDADES for continued success.

* * *

For those of you who were not aware, the Ilikai Hotel sponsored a yacht in this year's Trans-Pacific Yacht Race (from San Pedro, California to Hawaii in July). Of the 72 yachts competing, the Ilikai sponsored "MIR" finished in third place. And it might have done even better, but just 300 yards from the finish line bouy, disaster struck when the gallant ketch lost her main mast.

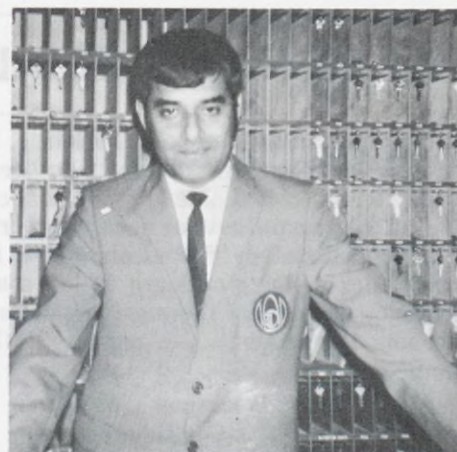
Front! News Pictorial



BEACH COMBED. Recently the lagoon beach and parking lot behind the Ilikai needed cleaning, so approximately fifty staff members tackled the job bright and early one morning with a few rakes and lots of enthusiasm. Part of the busy "beachcombers" are shown above from left: Ella McAffee, Napua Stevens, Lillian Brun, Mike Kranz and Peter Rotsel. In background are Bill Hawkins and Jim Iwaki.



ANOTHER BIRTHDAY. Larry Lewis, St. Francis Banquet Waiter celebrates another birthday—his 102nd—with an elaborate birthday cake. This year he marked the occasion by breaking his own world record for the 100-yard dash. He ran the distance in 17.3 seconds or five-tenths of a second faster than his time in 1968. Lewis partially credited his performance to a pair of lightweight sneakers provided by B. F. Goodrich.



DESK CLERK HONORED. Naveen Ahuja of the Calgary Inn was honored recently as the "Senior Desk Clerk of the Year" by the Alberta Tourist and Convention Bureau. Naveen is a recent graduate of the Hotel Administration course at the Southern Alberta Institute of Technology in Calgary.



VICE-PRESIDENTIAL VISIT. Phil Hughes (with back towards camera), Executive Assistant Manager of the Washington Plaza, welcomes United States Vice President, Spiro Agnew, on his visit to address the Western Governor's Conference at the hotel in July.



SEA LEGS. Nautical but nice in their sea-leg stance are these two lovely Georgia staffers celebrating Sea Festival Week in Vancouver. During this annual mid-summer event, hotel employees join the festivities by wearing nautical uniforms to the delight of guests. "Sailors" of the good ship, Georgia shown above are Jill Martin, Front Office Cashier (left) and Shizuko Saito, Information Clerk.



"THE GANG'S ALL HERE". A recent get-together of Bonaventure staff members produced this camera shy (?) lineup of celebrants from left: Andre Favre, Catering Manager; Joan Macklin, Catering Secretary; Denis Beaulieu, Director of Sales/Marketing; Vic Cameron, Director of F&B; Joanne Pugh, Public Relations Director; and Bernard Brault, Sales Manager.

FRONT! SPECIAL REPORT

AT the 1968 Housekeepers Workshop, held at the St. Francis last September, Guest Services Division head and WIH Vice-President, Joe Mogush, made a point of emphasizing to the group the vital need for recruitment in this area.

Mogush stated, "We as one of the fastest growing hotel companies of the world are facing some very real 'people needs' — and one of the most critical areas is in the Housekeeping Department . . . our needs (here) are acute and immediate!"

SINCE that Workshop, Western's responses to this "acute and immediate" need has been answered in part by the highly successful Housekeeper's Trainee Program. Today at least eight young women have been recruited as on-the-job trainees and are working towards their Executive Housekeeper accreditation under the direction of the Executive Housekeepers of these hotels: Century Plaza, St. Francis, Benson, Washington Plaza, Olympic and the Antlers Plaza.

Following an interview with several of these trainees at the various properties, **FRONT!** summarizes here some of their reactions and responses to the program and to their new hotel careers.

* * *

THE Housekeeping profession has, unfortunately, received little publicity or recognition in the past as a desirable career for women.

Where then, had they learned about the profession and why had it appealed to them?

For most of the women, Housekeeping as a career possibility had been mentioned to some extent in the Home Economics classes they had taken in school. This was true for Washington Plaza trainee, **Pamela Robeson**, who had learned of the need for skilled applicants in the field from her classes at the University of Washington.

Judy Millard, Olympic trainee, was impressed by a talk given by Western's F&B Division Assistant, Gretchen Mathers, to her Home Ec class at Washington State University on "the opportunities for women in the hospitality industry" which emphasized Housekeeping.

On the other hand, **Judy Kuckleburg** of the Antlers Plaza, became acquainted with the profession from the "inside", having worked in the hotel's Front Office staff before joining the hotel's Housekeeping Department.

(continued on page 7)

HOUSEKEEPER TRAINEES



STEPHANIE GRAINGER of the Benson . . . what 'magic act' next?

PAMELA ROBESON (left) and **MARTI REINHART** at the Washington Plaza . . . working in a woman's 'natural habitat'.



INGE KRIEG of the St. Francis . . . keeps one step ahead.

JEAN TUOMY of the Century Plaza . . . Housekeeper career is 'ideal'.



Professionalism, Opportunity . . . and "Good Running Legs"



RUNHILD SPICKSCHEN of the St. Francis . . . Housekeeper is hotel 'housewife'.



JUDY KUCKLEBURG of the Antlers Plaza . . . from Front Office to Housekeeping.



THE reasons as to why the trainees selected their Housekeeping careers were many and varied. However, their desire to "work and deal with people" seemed to be an overwhelming motivator. They "liked people" and working in a hotel offered them the opportunity to work not only with a large and varied staff but would also give them some guest contact.

And what did they think of Housekeeping as a career for women?

Says Jean Tuomy of the Century Plaza, "Ideal! For one thing it is a chance to put to use those skills peculiar to women such as their ability to handle details".

Marti Reinhart of the Washington Plaza adds, "it offers women the opportunity of specializing in her 'natural habitat' in pursuing their quest for efficiency and maintenance".

Almost all the gals agreed that the Housekeeper profession offered many opportunities for the career-minded women in that it was one area of the business world that allowed an open field for women to reach the top of her profession.

The chance to travel, working in a pleasing environment, prestige and challenges the job offered were other popular job appeals mentioned by the group. There was a unanimous agreement among the trainees, that from their own experience the life of a Housekeeper was seldom dull—no two days were exactly alike and one must learn to "expect the unexpected".

HEADING the list of those qualifications thought necessary to make a good Housekeeper was a thorough training background. They felt that Western's Housekeeper Trainee program was an excellent way of getting this background.

Among other prime requisites suggested were a good sense of humor, organizational abilities, the ability to communicate, flexibility, leadership, an open mind, and as one trainee commented with as much truth as humor, "good running legs!".

Inge Krieg of the St. Francis also emphasized the importance of 'keeping one step ahead in order not to be thrown by the unexpected situations

that always seem to occur". Stephanie Grainger, Benson Hotel trainee puts it this way, "The job is a challenge—you never know what 'magic act' you will be asked to perform next!".

Guest awareness also figured strongly in the trainees' attitudes towards their hotel profession.

Runhild Spickschen, St. Francis trainee, views this guest-housekeeping relationship as, "A hotel is much like a big wide open home where every guest is welcomed. You as the 'housewife' are challenged to please and comfort each guest and make him feel 'at home'".

THE TRAINING period the girls receive helps qualify them towards accreditation for receiving Executive Housekeeper certification by the National Executive Housekeeping Association.

In commenting on the program and the profession, Gina Tucker, Executive Housekeeper of the Century Plaza states, "The position (Housekeeper) has gained professionally in stature and status in the past few years. Within our own company there has been much recognition for the importance of the position and department including the Annual Workshop—a first in major hotel companies".

HANNE DITTLER, Executive Housekeeper for Western International Hotels has this to say about the Trainee Program, "Executive Housekeeping is no longer 'just a job'—it is a profession and professionalism is gained through education. To train the Executive Housekeeper of tomorrow is our responsibility. Once we have interested young people to join the field, we have to be certain that they receive the utmost exposure and that we, as executive Housekeepers, take the time and interest to share our knowledge".

She adds, "As a Director of NEHA, I have become aware that Western International Hotels has, more than any other hotel company, recognized the importance of executive housekeeping as a profession and are most appreciative of the opportunity to contribute to a program of Executive Housekeeper development".

JUDITH MILLARD of the Olympic . . . career impressed by a task.

FRONT! INTERNATIONAL



MIYAKO PROMOTES SISTER PROPERTY. The Washington Plaza received top billing in the Miyako (Kyoto) hotel lobby recently which displayed a large poster blowup plus counter cards that attracted guest attention to Western's newest property. Above, from left, are Mr. S. K. Kawana, Director and General Manager of the Mikayo, a hotel employee with counter card, the poster, and Jack Hugen of Western's Regional Sales and Reservation Center in Fort Lauderdale who had been on a business trip to the Orient.



Comings and Goings

(International Division)

Personnel changes for WIH de Mexico included: John Berthelot, formerly Manager of the Alameda, has been named Managing Director of the Camino Real-Mexico City succeeding Federico O' Farrill, who has resigned; Roman Zapata, former General Manager of Operador de Restaurantes-Western, has been appointed Manager, and Maurice Briquet is appointed Executive Assistant from Resident Manager of the Alameda . . . New Managing Director of the Alameda is Ulrich Schwartz, formerly Manager of the Camino Real-Mexico City . . . Maurice Tapie, former F&B Manager of the Camino Real-Mexico City, is new Executive Assistant of the Alameda . . . Rodolfo Garcia was promoted from Super-



U.S. VISITOR GREETED IN GUATEMALA. United States Treasury Secretary, Mr. David Kennedy, receives a warm welcome from Guatemala Biltmore-Camino Real Sales Manager, Jorge Senn, during his visit to the country this summer.

"GOLDEN KEYS" MEMBER Tony Facciolo (bottom left) Head Porter of the Wentworth Hotel is the only member in Australia of the Golden Keys Club, an exclusive group of Head Porters from the top international hotels. There are only 200 members in the world—mostly in Europe. Tony's nearest colleague is in Hong Kong. The sign of membership in this group is two crossed gold keys worn on each lapel of the uniform. A native of Venice, Italy, Tony has been with the Wentworth since it opened in December, 1966.

visor to Manager at the Operadora de Restaurantes . . . Jose Luis Machorro, formerly Front Office Manager at the Hacienda Cocoyoc is now Assistant Front Office Manager at the Alameda . . . Francisco Morales, formerly Manager of the Camino Real-Tampico is now General Manager of the Caleta in Acapulco . . . Donald Davis is new Manager of the Camino Real-Tampico from Manager of the Camino Real-Salttillo . . . Ernesto Barberi, formerly Manager of the Posado de Don Vasco, is new Manager at Salttillo . . . new Maitre'd at the Camino Real-Salttillo is Guillermo Cardenti and Ricardo Camara, formerly with the Camino Real-Guadalajara, is appointed Chef . . . Antonio Sanchez is new Maitre d' of the Flamboyant Restaurant of the Camino Real-Tampico . . . Jeronimo Marques, formerly F&B Controller at the Camino Real-Tampico, is now their F&B Manager . . . replacing Marques as new F&B Controller is Heron Baldit, former Purchasing Manager . . . Jose Castanon is new Chef of the Lafayette Restaurant at

International Photo Album



AT THE PALACE (Tokyo). Richiro Kihara, Cashier and Kajiyoshi Fukushima, Chief Cashier.



AT THE CAMINO REAL (Mexico City) Olga G. De Alberts, Banquet Sales Manager.



AT THE MIRAMAR (Hong Kong) Cooks (from left) Cheng Tung Shing and Lau Wai Shun.

the Camino Real-Guadalajara . . . joining the Camino Real-Mexico City staff as Director of Rooms is Eugenio Auer . . . also at the Camino Real-Mexico City, Gustavo Arce is appointed Manager of the Restaurant Azulejos from Manager of the Bar La Diligencia at the Alameda and Emilio Calderon is promoted to Director of Banquets from Co-ordinator of F&B. . . . At the Carlton Hotel in Johannesburg, Larry Stephan has been appointed to Director of Sales.

FRONT! SPECIAL FEATURE

An earlier FRONT! request for cartoon contributions produced a delightful—if from a somewhat unexpected—response from one Trust House reader in England.

Cartoons were submitted by Kevin Whitworth-Walker, Manager of the White Hart Hotel in Newmarket, Suffolk.

Also a cartoonist contributor to the Trust Houses house publication "In-doors", Kevin explains, "I started drawing cartoons some years ago by making caricatures of bar customers."

Though just 26 years of age, Kevin offers an impressive hotel business background. After his education at an R.A.F. school in the Middle East, where his father was serving with H.M. Forces, he returned to England and attended Leeds Catering College in Yorkshire. This was followed by three years of practical training in kitchens, restaurants, bars, front office, etc. in the large luxury hotels in Harrogate. During his 18 months with the Merchant Navy, he served as Purser/Catering officer and upon his release he joined the Trust Houses group as Assistant Manager of the Shakespeare Hotel in Stratford-on-Avon.

Subsequently he was promoted to Assistant Manager of the Hotel Continental, Plymouth, and about a year ago was made Manager of the White Hart in Newmarket.

Kevin's wife, Diana, is also employed in this small but charming and very popular hostelry located in Britain's most important horse racing center—"... Diana runs the re-

ception office and apartments while I manage food and liquor—".)

From time to time in future FRONT! issues we expect to print more of Kevin's witty cartoon topics. Meanwhile cartoon ideas from other FRONT! readers (wherever you are!) are still gladly accepted and the offer of \$15 for any that are printed still holds. Send 'em to: Editor, FRONT! magazine, Western International Hotels, The Olympic, Seattle, Wash. 98111.

* * *

In this cartoon series here, Kevin draws upon his keenly observant—and twinkling—eye in selecting the American tourist "visiting the humble Inn's of Great Britain" as the target for some good natured cartoon commentary.

**FRONT!
"Funny-Man"**



Kevin Whitworth-Walker, Manager, White Hart Hotel of Newmarket, Suffolk, England.



"They say Henry VIII never complained about hard springs"



"Say—would you put some ice in that beer?"



"Damned Texans!"

Front! Photo Album

(Editor's Note: Our overreacting Photo Album caption editor staggered into our office, slightly glassy-eyed from trying to follow the Apollo 11 moonflight through his eight year old's ten-power telescope, and handed us these moon-struck photo captions).



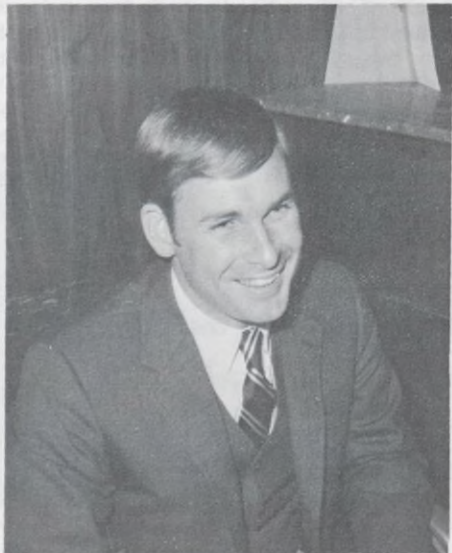
"I just saw the menu—they're now calling the cheese on rye the 'Lunar Walk'." Asako Phelps and Daisy Lewis of the Makaha Inn & Country Club.



"Glad they're back, but I do hope they left things nice and tidy!" Ruth O'Neill, Executive Housekeeper, Northern.



"Yes, Operator — we want the 'Sea of Tranquility' — and I don't know the area code." Jean Liter and Laurie Burns, PBX Operators, Miyako (San Francisco).



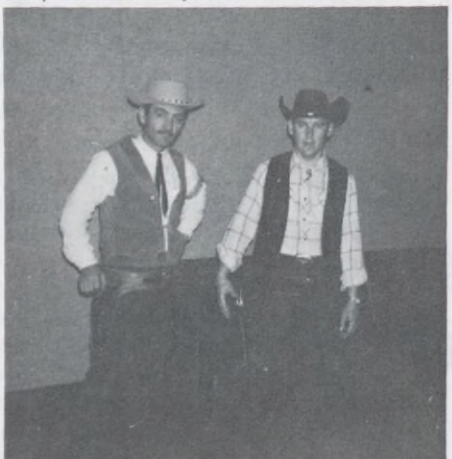
"The Moon Plaza—but I've just been transferred from the Benson!" Bill Slawson, Senior Clerk, Antlers Plaza.



"Sure could use a little one-sixth gravity help with these chairs." Jose Felan, Banquet Steward, Metropolitan Airport Inn.



"Now if they'd gone in June instead of July I'd of had a good 'June-Moon' theme going here." Norbert Moreau, Doorman, Bonaventure.



"Thought they might need a little law n' order up there." Walter Schell and Willie Reichelt, Calgary Inn (during Calgary Stampede Week).



"Astronauts! And I thought they were three ladies wearing funny looking pants suits and hats!" Clifford Brooks, Manager Beef Room, Washington Plaza.



"A couple of these and its 'blastoff to the moon'," Bob Harvey, Jr., Assistant Restaurant Manager, Space Needle Restaurant.

Front! PERSONALITY PROFILES

FLORENCE WARE—Guest

Satisfaction Is Goal



FLORENCE "Flo" Ware, the Benson's Reservations Manager, is a warm and congenial sort of a gal. She is also a pretty busy one.

These personal qualities come through with obvious clarity in her attitudes towards people and her job—both of which she enjoys tremendously. For her, people and her job are one and the same thing as she operates on the premise of "a satisfied guest is our goal at all times."

Flo has been with the WIH family for a little over 10 years. She started at the old Multnomah hotel in Portland (when it was a Western property) as a Teletype Operator. Four years later she moved to the Benson and became the hotel's Reservations Manager. Today, she continues to find the day-to-day responsibility of keeping the Reservations and Teletype office running smoothly, freshly challenging.

IN SPITE OF her work-day pressures, she finds plenty of time for many outside activities. She is on the Board of the Hotel's Credit Union and spends a great many of her free hours working for the Shriner's crippled children's hospital. For hobby relaxation, gardening, reading, knitting and dancing head the list.

Flo has two sons, and a daughter who lives in Nuremberg, Germany and whom she visited while on vacation last year. Her trip also included a tour of several European Countries.

Busy, personable, Flo Ware, is a decided asset to the Benson staff and is as popular with the Hotel's guests as she is with her co-workers.

MELBA WHITESIDE—A Quest

For Knowledge

"KNOWLEDGE awaits anyone who will seek it—and will richly enhance the life of he who finds it".

For Sir Francis Drake Laundress, Melba Whiteside, these words, which she composed, express a very personal challenge and philosophy. They not only provide the inspiration toward her goals but are words she has actively put into practice.

Recently Melba passed a milestone in this quest for knowledge when she received her high school graduation diploma after having attended night school classes for some 3½ years. What makes this achievement so special is that she managed to finish her studies while still maintaining a well-run household—that includes her husband and three children—and handling her full-time job at the Drake as well.

Now Melba is enrolled at San



Francisco City College (night classes) and is majoring in English. She hopes eventually to assist in kindergarten classes working with teachers and helping young children.

HER SCHEDULE is a busy one. When her work day at the Drake is over at 3:30 p.m. she hurries home, takes care of her household chores, then prepares to attend her night classes that run from 7 to 10 p.m. In spite of these pressures, she remains a sweet and gentle woman, beloved by her fellow employees and greatly admired for her obvious courage and determination.

Melba's husband, Rance Whiteside, is also employed at the Sir Francis Drake as head washer in the laundry.



TONY TUOR—"Touring Tony"

Is Bangkok Bound

TRANSPOSE the two middle letters of Tony Tuor's last name and you come up with the word, "tour"—a word that seems appropriately related to this young man's exciting hotel career.

Tony has had the opportunity to "tour" much of the world since he has been in the hotel business—almost 9 years—including much of Europe, Canada, the West Indies, Tahiti and parts of the United States.

Now, Tony will soon be unpacking his bags once again—this time in Bangkok, Thailand—as he prepares to assume his new responsibilities as Senior Assistant Manager for the Dusit Thani, Western's luxury property now under construction in Bangkok.

THIS RECENT member of the WIH family was born in the Swiss resort town of St. Moritz and attended the famed Lussanne Switzerland hotel school for two years. Part of this time was spent working as an apprentice in various hotels in Europe.

He later joined the Hilton group and was assigned to various properties in Montreal, Canada, Barbados, West Indies, New York and Rome during his seven years with them. Just prior to joining Western he had served with Inter-Continental Hotels for a year, most of this time as Executive Assistant Manager at the Taharaa Hotel in Tahiti.

FOR THE past several weeks, while he has been with Western, Tony has been going through a familiarization process in various Seattle properties and offices. He will also visit WIH properties in Vancouver, Hawaii and Japan enroute to his new assignment.

An accomplished linguist, Tony speaks with varying degrees of fluency in English, German, French, Italian, Swedish, Danish and Spanish, and now he expects to add the first Asian language to his repertoire, Thai, after his arrival in Bangkok.

Hotel Profile

WENTWORTH—It wasn't long after the original Wentworth Hotel was built, in 1890, that it had established itself as Sydney's — and Australia's — leading center of gracious hospitality.

It was a reputation that continued to grow in stature during the intervening years gaining a world-wide recognition for its quality excellence.

Over a half-century later—in the early 1960's—the building was razed to make way for today's larger up-to-the-moment facility designed to better cope with a burgeoning tourist traffic. The new Wentworth opened in 1966 as Australia's largest international hotel keyed to the highest standards of comfort and service to be found anywhere in the world. More than this, it brought with it its famed "Australian hospitality" and other fine traditions that had so enhanced its reputation in the past. Two years later, in August 1968, it became associated with the Western International Hotels family.

THE ARC-SHAPED, 20-level structure (17 stories above ground) offers 452 luxuriously appointed rooms including 32 suites and the posh Premier Suite. Most of the rooms afford views of Sydney's delightful harbor.

Five floors of the Wentworth are reserved for guest and public restaurants, bars, services and a huge convention center. Guests may choose from three restaurants — each offering superb dining in a different atmosphere. For formal dining there is the elegant **Garden Court**, overlooking an 18 Century fountain, serving an international cuisine and selected wines. A small band and dance floor provides for evening entertainment. The **Ayer Rock Grill** offers its special charm and dining treats with an

emphasis on Australia's famous steaks and lamb chop dishes. For less formal dining, the cheerfully decorated 24-hour **Coffee Shop** offers unusual sandwiches as well as varied entrees and light snacks.

GUESTS can also pick the bar to match their mood from the nautical (for men only) **Harbour Bar** to the **Aeronautical Flight Bar**. There is the **Cave Bar** (associated with the Ayers Rock Grill) the **Garden Court's** smart **Garden Court Lounge**, the delightful **Old Sydney Bar and Tavern** and the **Coral Reef Room** (popular with businessmen because of its telex service direct from the Stock Exchange) and the intimate **Piano Bar**.

THE WENTWORTH houses Sydney's and Australia's — largest and finest convention center equipped to handle any type of function ranging in size from 10 to 1,000 people. There are 12 private function rooms plus a **Grand Ballroom** that can accommodate up to 1,200 people for cocktails.

The center is completely self-contained with every modern audio/visual aid including miniature transistor receivers that enables international conference delegates to hear talks in any of five languages.

Another guest convenience is the extensive shopping concourse located within the Wentworth — a miniature city of 18 shops, banks, boutiques, and such services as a beauty salon, barber shop, dentist and doctor's offices, etc.

Not the least of the Wentworth's attractions is its ideal location. In one direction is the business and shopping center and to the other, is Sydney's beautiful harbor front.

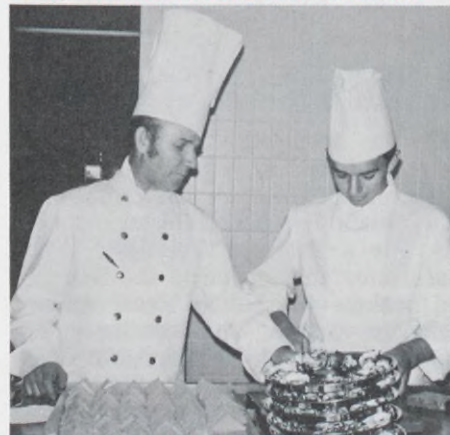
THE Wentworth's renowned tradition for fine service and warm hospitality is maintained by such staff members as these pictured here.



Bellman, Lawrence Cohen, delivers flowers from hotel's Florist Shop.



Wedding Adviser, Narelle Ryan, checks wedding reception details with Assistant Banquet Head Waiter, Dick Greuther.



Executive Chef, Robert Hervas, offers assistance to Apprentice, Graham Elliott.



The "Happy to know you" smiles of Front Desk Receptionists (from left): Val Jansen, Michelene Java, Barbara van Overbeek, Norma Dunstone and Christine File.



Beverage Manager, John Dawson (right) discusses wine stocks with Chief Cellarman, Allan Rayner.